

Parent values cheat sheet

What parents **want**
from schools
and **why**

Clear, consistent communication

- Messaging on just one easy-to-use platform
- Clarity and accuracy
- Professional tone of voice
- Reduced noise and fewer messages that aren't relevant to them

Supporting their child's learning

- Their child's attendance record in one easy-to-find spot
- Knowing what their child is learning at school
- Two-way communication with teachers and other support staff

Knowing what to do and when

- Timely reminders to help them stay organised
- Clear next steps and instructions for things they need to do or sign
- Clarity about where to go for updates or information

Being kept informed and involved

- Regular updates about their child
- Parent inclusion, helping them feel included in their child's school life

Easy access and self-service

- Quick access to the information they need, when they need it
- Reduced office dependency, so there's no need to call
- One central place for everything they need

A strong, consistent school brand

- Branding that's clean and consistent, so they're never confused about what they're looking at
- A professional look that they can be proud to call their child's school



Want to know more?

Scan the QR code to read the full breakdown on our blog

